

Style Guidelines for Use of PS-Prep™ Certification and Program Marks.
Version 1 February 27, 2012

1. Use of PS-Prep™ Certification Mark.

- a. The PS-Prep Certification Mark may only be used by an entity that is under license or sublicense emanating from the Department of Homeland Security (DHS).
- b. Because the Certification Mark represents the successful completion of the PS-Prep™ certification process, the only entities that may use the Mark must have been certified to a preparedness standard adopted by DHS by a certification entity accredited under DHS PS-Prep™ Program.
- c. The accredited Certification Organization may include the PS-Prep™ Certification Mark on the certificate in formal recognition of Certification Organization's having found the Certified Entity to be in conformance with one or more of the preparedness standards adopted under the DHS PS-Prep™ Program. In that document, the Certification Organization shall insert the name of the preparedness standard(s) to which the Certified Entity is certified in the Certification Mark under "- Certified -" in the same font and type size as "- Certified -".
- d. The PS-Prep™ Certification Mark shall always be displayed in a manner that will assure sharpness and appropriate resolution of the marks so that a reader having 20/20 eyesight and no further correction will be able to differentiate the mark as a whole and each of the component parts.
- e. The PS-Prep™ Certification Mark will always be displayed in the colors provided in the license or sublicense, unless used as part of a black and white color scheme when the Mark may be presented in grayscale.
- f. The PS-Prep™ Certification Mark will always be displayed within the borders of the presentation medium, respectfully, and of equivalent size to any other mark or logo that is a part of the presentation, except that of the licensee or sublicensee.
- g. The license to use the PS-Prep™ Certification Mark does not authorize any entity to display the Department of Homeland Security seal. Separate written authorization is required for use and display of the Department of Homeland Security seal.
- h. The Certified Entity shall not use or display the Certification Mark in a manner that would imply or suggest endorsement by DHS or any of its components of the Certified Entity, any affiliated entity, or its products or services.
- i. Each Certified Entity shall ensure that the "™" symbol is placed immediately to the upper right of the PS-Prep™ Certification Mark. DHS may from time to time update its style materials or require execution of an updated License. Upon written notice from the Certification Body, the

Certified Entity shall use or display the Certification Mark in accordance with those revisions as soon as practical but not longer than thirty (30) calendar days thereafter.

2. Use of PS-Prep™ Program Mark.

- a. The PS-Prep™ Program Mark may only be used by an entity that is under license or sublicense emanating from the Department of Homeland Security (DHS).
- b. Generally, the PS-Prep™ Program Mark may be used by DHS, its PS-Prep™ Accrediting Body(ies), and properly accredited PS-Prep™ Certification Organizations.
- c. The PS-Prep™ Program Mark shall always be displayed in a manner that will assure sharpness and appropriate resolution of the marks so that a reader having 20/20 eyesight and no further correction will be able to differentiate the mark as a whole and each of the component parts.
- d. The PS-Prep™ Program Mark will always be displayed in the colors provided in the license or sublicense, unless used as part of a black and white color scheme when the Mark may be presented in grayscale.
- e. The PS-Prep™ Program Mark will always be displayed within the borders of the presentation medium, respectfully, and of equivalent size to any other mark or logo that is a part of the presentation, except that of the Licensee or Sublicensee.
- f. The license to use the PS-Prep™ Program Mark does not authorize any entity to display the Department of Homeland Security seal. Separate written authorization is required for use and display of the Department of Homeland Security seal.
- g. The Licensee or Sublicensee shall not use or display the Certification Mark in a manner that would imply or suggest endorsement by DHS or any of its components of the Accrediting Body or Certification Organizations, any affiliated entity(ies), or its products or services, .
- h. Each Licensee or Sublicensee shall ensure that the "™ " symbol is placed immediately to the upper right of the PS-Prep™ Program Mark. DHS may from time to time update its style materials or require execution of an updated License. Upon written notice from DHS, the Accrediting Body and the Certification Entity shall use or display the Program Mark in accordance with those revisions as soon as practical but not longer than thirty (30) calendar days thereafter.